

## Abstract of the Disclosure

In an LCD apparatus, a reflecting plate, which is formed on a pixel electrode connected to a switching device formed on an array substrate, defines a reflecting area from which a natural light is reflected and a transmitting area through which an artificial light is transmitted. The reflecting plate is partially extended to and overlapped with the transmitting area depending upon a rubbing direction of the array substrate. Thus, the reflective-transmissive type LCD apparatus may prevent occurrence of the afterimage, and may enhance a contrast ratio thereof when operated in a transmissive mode.